

2009 SALUTE TO SMALL BUSINESS

Columbia Metropolitan Convention Center • 1101 Lincoln Street • Columbia, SC
Wednesday, April 29, 2009



The South Carolina Chamber of Commerce, the U.S. Small Business Administration and the South Carolina Coalition for Small Business and Entrepreneurship are pleased to present the 2009 Salute to Small Business, an event that allows us to recognize and honor small businesses throughout the Palmetto State.

The program will begin with exhibits showcasing small businesses and business resources and continue with concurrent workshops for small businesses and public and private contractors. Private "matchmaking" appointments between public and private contractors with small business providers will be offered. The event will culminate with the annual South Carolina Small Business Awards Luncheon, featuring the U.S. Small Business Administration's South Carolina award winners, who will represent our state in regional and national competition. The state's Small Business Person of the Year winner will be honored at the nation's capital during Small Business Week, scheduled for May 18-22, 2009.

Registration is \$10 and includes all workshops and exhibits. The awards luncheon is \$50. For registration information, contact Marie Stiles at 803-604-9141. For more information on how your company can exhibit and for exhibit costs, contact Marie Stiles at 803-604-9141.

SCHEDULE

8:30 – 9:00 am	Exhibitor Set-up & Registration
9:00 am – 12:00 pm	Exhibits Open
9:30 – 11:30 am	Concurrent Workshops
12:00 – 2:00 pm	Awards Ceremony

WORKSHOP DETAILS

- 9:30-10:30 a.m. **How to do Business with State Government**
What are the steps to take to become a supplier to state government? Understand the procurement process and learn how to conduct business with state agencies and institutions.
Presented by: Voight Shealy, CPM, SC Chief Procurement Officer for Goods and Services & State Materials Management Officer
- 9:30-10:30 a.m. **Connecting with Customers in a Tight Economy**
Standing out from the crowd is tough even in the best of times. Whether trying to reach new clients or retain existing ones, small businesses need to transform their marketing. This workshop explores:
- How to strategize for customer loyalty
 - Learning to outsmart the global competition
 - Optimizing your marketing online and off
 - How to evaluate new domestic and international markets for opportunities.
- Presented by: Maureen Taylor, Director of Marketing, & Anita Patel, Project Manager, ECI-Find New Markets*

(Cont.)

9:30-10:30 a.m. **Survive Recession & Business Downturn**

In a succinct format, participants will learn:

- How to recognize a recession and its warning signs
- What its likely impact will be on your small business
- What are your options?
- Tactical strategies to survive.

Presented by: Bill Whitehead, Service Corps of Retired Executives (SCORE)

10:30-11:30 a.m. **How to do Business with Federal Government Contractors**

This workshop benefits small business contractors who wish to do business with Federal Government Contractors. Participants will gain insight into the historical background of the small business program, discover what corporations seek, and learn the reason(s) corporations use small business enterprises.

Find out:

- Small business categories
- Corporate small business liaison officer (SBLO) responsibilities
- Spend tracking
- ISR (SF-294) and SSR (SF-295) reporting
- Spend tracking.

Presented by: Gordon Gillespie, A.P.P., Small Business Liaison Officer, Blue Cross Blue Shield of South Carolina

10:30-11:30 a.m. **Business 101 (Matchmaking)**

Private "matchmaking" appointments are available between government buyers, large contract buyers and small businesses. Sign up the day of the event for a 15-minute slot to present your company's products and services to large purchasers in our state.

10:30-11:30 a.m. **Innovation in the Current Economic Climate**

Innovation is nearly dead in the U.S. But you will be interested to learn how small and medium sized businesses are more innovative than large companies.

Discover:

- What leading authorities have to say about innovation in America
- Action items to consider to encourage innovation in your company
- A scientific methodology for business growth.

Presented by: Chris Wayne, Growth Services Manager, S.C. Manufacturing Extension Partnership

Co-sponsorship Authorization # **09-0464-06** SBA's participation in this cosponsored activity is not an endorsement of the views, opinions, products or services of any cosponsor or other person or entity. All SBA programs and services are extended to the public on a nondiscriminatory basis.

Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact: Marie Stiles at 803-604-9141.